

SAN DIEGO

...CALIFORNIA...

THE
HARBOR CITY OF THE
SOUTHWEST~

~ FIRST PORT OF CALL ~

4800 MILES VIA THE CANAL FROM NEW YORK



U.S. BATTLESHIP CALIFORNIA ENTERING SAN DIEGO HARBOR.

AN EXPOSITION CITY

OF ALL CITIES
SAN DIEGO
IS THE MOST
BENEFITED BY
PANAMA CANAL

RECOGNIZED
GOVERNMENT
STRATEGICAL POINT

COMPILED BY
SECRETARY SAN DIEGO
CHAMBER OF COMMERCE



ISSUED BY
BOARD OF SUPERVISORS
SAN DIEGO COUNTY



STRATFORD INN,
DELMAR.

PAVILION
CORONADO
TENT CITY.



U.S. GRANT
HOTEL & WILDE FOUNTAIN.



HOTEL DEL CORONADO.

Some General Facts

BANK deposits 1909—\$1,800,000, now \$12,000,000—11 banks.

BUILDING permits 1900, \$150,000; 1905, \$1,200,000; 1910, \$4,000,000.

Third city in the United States in percentage of gain over 1909 in building.

ASSESSED city valuation in 1900, \$12,000,000; now \$45,000,000.

POSTOFFICE receipts 1900, \$40,000; 1910, \$140,000.

CITY CENSUS 1900, 17,000. Population 1905, 22,500. Federal census 1910, 39,700, now nearly 50,000.

STREET RAILWAYS, 70 miles. Paved streets, 30 miles. City auto boulevards, 45 miles. Cluster lights, on ornamental posts, light four thoroughfares.

Large expenditures being made on our 1400-acre Balboa Park. Will soon rank among the most magnificent parks in the United States.

COST of living same as other western cities. Municipal ownership of water distributing system. Cost of water, 10c per 1000 gallons. Electricity, lighting, 11c per KWH. Power, 2½c to 10c per KWH. Gas, \$1.00 per thousand.

STORES are modern in every respect. Third largest department store in Southern California. (Building cost \$350,000.) Three daily papers. Public Library, 45,000 volumes. Two telephone systems.

U. S. GOVERNMENT departments: Pacific Coast torpedo boat and submarine station. Ft. Rosecrans (U. S. fort at entrance of harbor). Quarantine, coaling and immigration stations. Custom house. Federal Court. U. S. Weather Bureau. Internal revenue, aviation, and forestry departments.

SAN DIEGO county, nature's jewel casket, where are mined many semi-precious stones, as the tourmaline, kunzite, hyacinth and beryl. Port of delivery of the famous onyx mines. Producer of pure olive oil, famous for large olives, raisins, honey, lemons, oranges and apples.

POINT
LOMA
BOULEVARD



SAN LUIS REY
MISSION



LA JOLLA

San Diego County

Rail transportation and water produces an ideal and prosperous community in San Diego County.

Your opportunity. The Canal will be completed in 1915. Freight rates will be reduced 50%. Prices of land in San Diego county are lower than other sections of Southern California.

\$1,250,000 is being expended on a county boulevard system.

Valleys are in terraces from sea level to 4,000 feet elevation.

San Diego County produces 20% of the lemons raised in California.

All fruits produced are above standard, with special reference to lemons, oranges, grapes, olives, apples and berries.

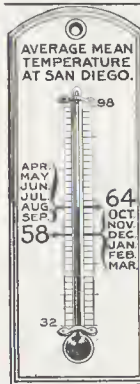
National City, Chula Vista, Sweetwater, Otay and Nestor represent the bay section, and a great lemon-growing district. Abundance of water; good transportation; progressive section.

At Lemon Grove, La Mesa, El Cajon and Lakeside, 8 to 20 miles distant, one can find mesa and valley land 300 to 500 feet elevation. These sections produce citrus, olives, grapes and deciduous fruits and berries. Rail transportation; abundance of water; wonderful development.

Oceanside, Escondido and Fallbrook, 35 to 60 miles distant, are centers of splendid productive areas. Elevation, sea level to 700 feet. Citrus, grape and deciduous fruits. Best dairying country in Southern California. Rail transportation; abundance of water; bank deposits indicate substantial natural resources.

At Ramona, Alpine, Mesa Grande, Descanso and Julian one can find thousands of acres of the finest deciduous fruit lands in Southern California. Ideal conditions except rail transportation. Julian took first awards or gold medals for apples at St. Louis and Jamestown Expositions. The great growth of the city of San Diego will insure the early construction of a railroad. Surveys have determined easy rail gradients to those sections.

Climate, Health, Location



We have no use for either the high or low figures of the thermometer in San Diego.

It is warm in winter and cool in summer.

Least storm wind velocity and highest minimum temperature of any United States Weather Bureau station. No dust storms.

The spring, summer, autumn and winter diseases of the south and east are unknown in San Diego.

From a climatic and scenic viewpoint San Diego is a paradise for the healthseeker and retired capitalist.

San Diego has the most equable climate in the United States. This accounts for the lowest death rate recorded anywhere, as especially observed in the extreme low mortality of infancy and old age.

A city built on slopes, affording perfect drainage. The business district reaches an elevation of 50 feet in the first mile. Then the residence section gradually attains an elevation of 300 feet in the next three miles, affording panoramic views of the Pacific ocean, the harbor, the mountains, and Mexico.

Miles of elegant boulevards affording wonderful views—a 12-mile drive on the crest of Point Loma, four hundred feet elevation, with the Pacific ocean and the harbor and mountains on opposite sides. The 30-mile drive via Coronado, then seven miles down the narrow strand which separates the harbor from the ocean, then to Mexico, returning through the largest lemon groves in California. The 15-mile drive to La Jolla, or 10 miles beyond to picturesque Del Mar, of Torrey Pines fame. Then beyond to Oceanside along the county boulevard system to San Luis Rey Mission (occupied by Franciscan Monks), to Escondido, Ramona, Warners, then among the pines for 20 miles from Julian to Descanso, returning via Campo or via Alpine and Lakeside. Also the 20-mile drive to Lemon Grove, La Mesa, Grossmont, El Cajon and Lakeside. Ideal roads; mountain scenery; maximum grades, 7%.



The Water Supply

SWEETWATER
DAM



LAKESIDE INN



AMONG THE ORANGES AND LEMONS

Water is conserved in artificial mountain lakes.

San Diego has the best, cheapest and most abundant supply of water in the state.

The average rainfall along the coast is 10 inches. This increases to 40 inches in the mountains.

The storage system for the city, which will be completed in 1912, will be adequate for 250,000 people.

The city water consumption in 1910 was 1,650,000,000 gallons. Capacity of system now being completed is 50,000,000,000 gallons.

Thousands of acres of low-priced land in San Diego county are awaiting the development of water, which in itself will permit a ten-fold increase. Irrigation is producing marvelous results in San Diego county.

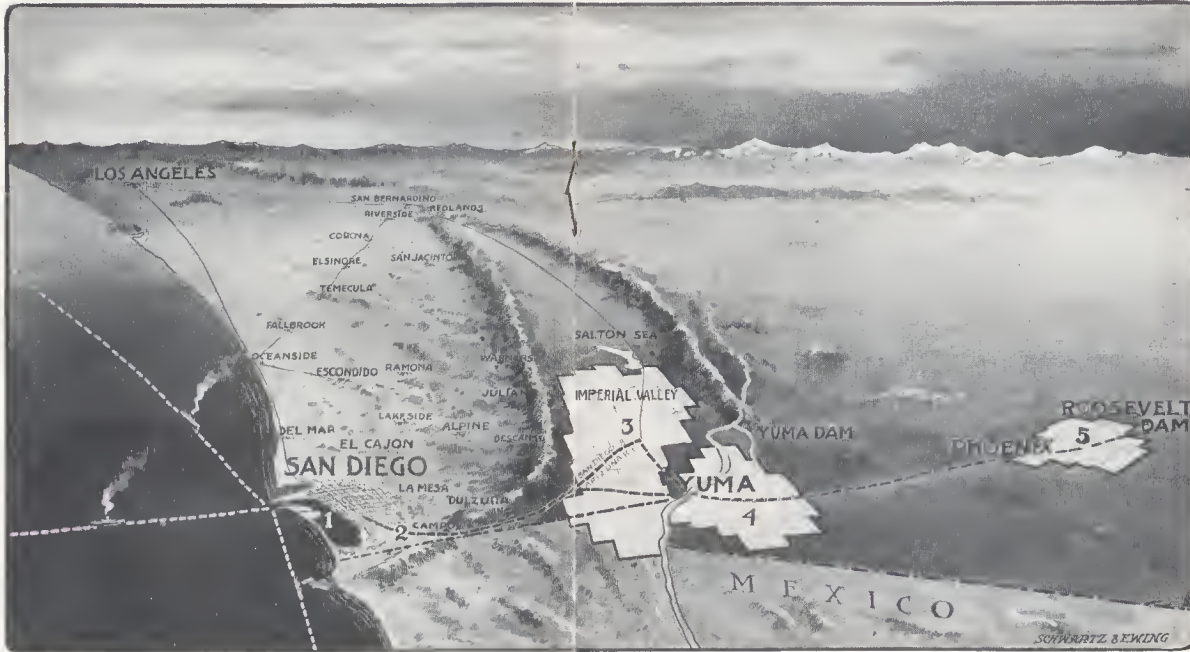
San Diego county is probably the most fortunate in the state with reference to storage reservoir sites. Surveys have determined over a dozen ideal locations for dams and holding basins, with capacities varying from 15 to 100 billion gallons.

The run-off of water along one of the mountain streams during an average year, was fifty billion gallons, according to careful measurements determined by Government officials.

Irrigation dams.—Sweetwater has a capacity of eleven billion gallons, San Diego Flume Company, four billion gallons. Escondido Reservoir, one and a half billion gallons. These systems are all capable of immense increased conservation. One system only conserves one-fifteenth of the average flow of water. Additional dams will be constructed. In addition to these is the magnificent system of the Southern California Mountain Water Company, with its chain of reservoirs impounding several billions of gallons, and capable of furnishing water for an immense acreage besides supplying the needs of the City of San Diego.

The local cost of water is \$7 to \$12 per acre per year. Other sections have determined that properly cared for orchards can well afford to pay \$20 per year per acre, and at this price, the conservation of water is a most attractive local investment for capital.

San Diego's Back Country is an Empire in Itself



(The numbers on the above map are explained in the adjoining article)

As Fertile as the Nile Valley

700,000 acres of land as fertile as the Nile Valley, and is capable of adding to the permanent population of California and Arizona at least 350,000 people and probably 500,000. Much of this land will be worth \$500 to \$1000 per acre, or a total of \$350,000,000 to \$700,000,000. (Extract from President Roosevelt's message, 1907, regarding the Imperial Valley and the land under the Laguna Dam system.)

San Diego's Great Back Country

1—Indicates the location of the port of San Diego, the gateway of commerce for the Southwest.

3, 4, 5—Indicate the locations of the greatest irrigation systems in the world. Principal products: cotton, alfalfa, grain, honey, early fruits, dairying, hogs and cattle. \$20,000,000 represents the cost of the irrigating plants.

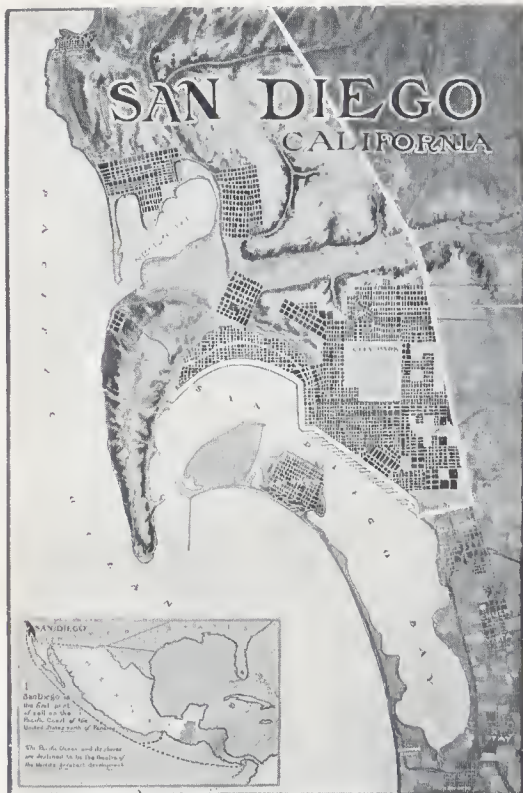
2.—Indicates the San Diego and Arizona Railway. Will cost over \$10,000,000. 35% completed. Highest standard used in construction. Heaviest grade, 73 feet to the mile. 175 acres utilized in depot and shop grounds. Four miles of water front track, allowing easy access to docks, and switching privileges to warehouse and industrial utilities on the opposite side. Terminal line for Southern Pacific or Rock Island Railways. Mail route for canal steamers. Shortest and cheapest haul across the state of California. Link of the shortest route across the United States. The short line to the middle west, Arizona, New Mexico and Mexico. The canal route versus the short rail route to the Gulf of Mexico, makes San Diego a great competitive point.

3—Indicates the location of the Imperial Valley, 135 miles distance from San Diego, with 450,000 acres now under cultivation. 50,000 acres will be planted to cotton in 1911. Within five years this valley should produce 200,000 bales of cotton. The quality is the best in the United States.

4—Indicates the location of the Laguna Dam System. (United States Reclamation System, costing \$5,000,000.) Irrigates 200,000 acres. Colorado river will furnish water for this section and Imperial Valley.

5—Indicates the location of the Roosevelt Dam System near Phoenix. (United States Reclamation, costing \$9,000,000.) Will irrigate 250,000 acres.

San Diego County—The growth of the City of San Diego has induced the investment of capital in the purchase of large ranches. Many are being subdivided into smaller farms. Conservation companies are keeping pace with the demand for water. Plans are now being prepared relative to the irrigation of large tracts of unimproved land. The building of a commercial center at San Diego, thereby increasing local markets; improved transportation facilities; good roads; modern methods in packing and shipping fruits; proper care of orchards; all are reasons which are aiding a splendid development in San Diego county. An immense amount of freight will soon originate in this section.



San Diego's Growth and Progress

San Diego, 1900—A tourist town. San Diego 1911, a tourist town and a good business city, and largest in the United States with one railroad outlet. San Diego, 1915—A Pacific Coast metropolis.

Reasons for progress: Construction of the Panama Canal; an unexcelled harbor; building of a competing railroad, bringing an inland empire of 1,000,000 acres of land 100 miles nearer to the seahoard.

San Diego's Incomparable Harbor

As the first port of call from the Panama Canal, San Diego becomes the southwestern distributing point for all import freight. As the last port of call, the export city for fruits.

One of the ten best harbors possessed by the United States.

San Diego harbor has an area of 22 square miles. It is geographically located to reap the greatest benefit of any coast port when the Canal is completed.

The eastern yacht owner will delight in the trip through the Canal. Ideal climate; good harbor; attractive winter port.

This is probably the finest and safest yachting harbor in the world. Being perfectly landlocked, rough waters are unknown. The many motor boats, young ladies' rowing clubs, sail and steam yachts, indicate the interest taken in this amusement.

The state has ceded the harbor to the city. Plans will be prepared for the immediate expenditure of \$1,000,000. This will construct one of the units of an extensive modern dock system; 50 piers, 1000 feet in length, can be included in such a plan, with an additional seawall 25,000 feet in length. The deepest ships afloat will be able to dock at any tide.

San Diego can develop wharf accommodations equal to that of New York City. 1000 acres can be reclaimed and used for general commercial purposes. A belt line railroad will operate along this entire system, which will facilitate the handling of freight.

The traveler now demands that the trans-ocean steamers be of the largest class. It requires a bulk-form freight to load these immense vessels. Such freights do not originate on the Pacific Coast, consequently the trans-Pacific liners have been accepting cotton from the South as the desired commodity. Im-



Pacific Squadron in San Diego Harbor

perial Valley, 135 miles from the port of San Diego, will supply the cotton markets of the Orient, and San Diego will soon offer this valued freight, making her the desired harbor of the Pacific Coast.

Present condition of the harbor—Minimum depth on the bar, 30 feet. For a distance of 8 miles the channel is 2500 feet in width, with water varying from 36 to 70 feet deep. The same width of channel then continues for three miles, with a depth of 25 to 30 feet, and then to the head of the bay, with an average depth of 22 feet. (All figures are low-tide measuring.) Its width varies from $\frac{3}{4}$ of a mile to $2\frac{1}{2}$ miles in width, and 14 miles long.

The American-Hawaiian Steamship Company (one of the finest freight lines in the world) operates seventeen 8,000 to 12,000 ton steamers between New York and San Diego. Steamer every six days. Time of freight in transit, 24 days.

Pacific Coast Steamship Company, San Diego to San Francisco and Seattle.

Pacific Navigation Company, San Diego to San Francisco.

North Pacific Steamship Company, to San Francisco and Portland, Ore.

Naviarra Steamship Company, 20 day service to Mazatlan, Mexico, making connections with coastwise Mexican steamers.



~ FIRST M.E. CHURCH ~



~ FIRST CONGREGATIONAL CHURCH ~



~ STATE NORMAL SCHOOL ~



~ SAN DIEGO HIGH SCHOOL ~



~ TWELFTH ST. HIGH SCHOOL ~



~ PUBLIC LIBRARY ~

Schools, Churches, Hotels

No better school buildings in any western city.

Total value of public school structures, \$650,000.

Number of teachers, 175. Number of students over 6000.

Cost of high school building, \$225,000. Cost of Normal School building, \$200,000. Polytechnic School, \$200,000.

At La Jolla, a suburb, is a young ladies' college. At Pacific Beach, another suburb, is a military college. We have two business colleges. A Catholic school for boys and girls.

San Diego is a church-going city.

Fifty-two churches are represented in San Diego.

Cost of edifices vary from \$5,000 to \$80,000.

The International Theosophical Headquarters.

The famous Hotel del Coronado is world renowned.

\$1,250,000 represents the cost of the U. S. Grant Hotel.

The tourist marvels at the superb accommodations afforded by these hotels. Their superiors are not found on this coast.

Del Mar Hotel and Lakeside Inn, 20 miles distant, are ideal in every respect. Good transportation. Splendid roads.

\$500,000 represents the cost of the smaller modern hotels erected in 1910.

San Diego has reason to be proud of her cafes, and in appointment and services their equals are only found in larger cities.

The tourist has now determined that San Diego has the best summer and winter climate.

The principal hotels in San Diego and vicinity grant to their guests tennis and golf privileges.

Our direct eastern railroad will eliminate 100 miles of desert now traveled by the eastern tourist, and makes San Diego his initial stopping point. The bay region will become the summer homeland for Arizona and New Mexico.



Theaters, Clubs, Roads, Resorts

One theater costing \$175,000, seats 1400. Another being erected at a cost of \$600,000, seating capacity of 1900. Finest theater west of Chicago.

A stock company theater costing \$120,000 is being constructed. Also one of the largest and most modern moving picture houses in the west. Also high class vaudeville theaters and moving picture houses.

The Y. M. C. A. and Y. W. C. A. have each secured building sites. They intend to erect new structures. All lodges are represented in San Diego. Several have constructed elegant buildings.

Two business men's social clubs; one associated college club; one political club; several golf and country clubs. Two ladies' literary clubs. Each organization occupies a commodious home. Three musical clubs. One of the yacht clubs has quarters costing \$60,000. Also rowing and swimming clubs. Special mention is made of the several eight-oared crews composed of girls.

San Diego county will soon have one of the finest boulevard systems in the country. The construction is under the supervision of one of the best road engineers in the United States. Cost of roads, \$1,250,000. No grade over 7%. 50 miles of ocean-front touring; 40 miles at an elevation of 3000 to 4500 feet. Also miles of speedways along the valleys of lower altitudes. The contour of the country permits an ever-changing scene. Stop at Lakeside, Warner's Hot Springs, Alpine, Descanso, Mesa Grande, Julian, Smith Mountain, and Campo. Good accommodations. Among the pines and oaks.

LOCAL COAST RESORTS—Coronado, La Jolla, Del Mar, Ocean Beach and Imperial Beach, are summer as well as winter resorts. Hotels and cottages—Tent City, Coronado, opened during the summer, palm cottages; excellent band; immense dancing pavilion; children's swimming pool; good bathing beaches, excellent fishing, yachting, tennis and golf.

BALBOA PARK EXPOSITION SITE 1915



Our Exposition



COMMENCING IN JANUARY, 1915, and during the entire year, San Diego will hold an exposition. San Francisco will also hold an exposition. An eastern tourist can visit one or both cities and the cost of the railroad ticket will be the same. Thousands of people will make the initial trip through the canal. The first American port of entry will be San Diego.

This city of the Southwest will indicate by an exposition costing \$3,000,000, the successful completion of the Panama Canal.

Pacific Coast history began at San Diego. Cabrillo arrived in 1542. The Mission Fathers came in 1769. The famous American battleship fleet received its first American welcome at this southwestern harbor.

Then again, in 1915, San Diego will welcome, as the first port of call, the greatest American battleship fleet, a combined international fleet, the largest fleet of transatlantic excursion steamers, by the greatest exposition ever attempted by a city of less than 150,000 people.

Under the careful supervision of Col. D. C. Collier, the Director-General; Cram, Goodhue and Ferguson, of New York, as architects; Olmsted Brothers of Boston, as landscape gardeners, and John Allen, Jr., of Seattle, the Mission City will be reared. Balboa Park, with its 1400 acres, one mile distant from the business center, overlooking the city, the harbor, the ocean, the mountains and Mexico, will be the home of the Panama-California Exposition.

For detailed information write either the Panama-California Exposition or the Chamber of Commerce.



HEADQUARTERS SAN DIEGO
YACHT CLUB



PASSENGER STEAMER "YALE"



PASSENGER STEAMER "ROANOKE"



PASSENGER STEAMER "GOVERNOR"



SPRECKELS YACHT